

Message Text

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PAGE 01 STATE 049324 TOSEC 060021

65

ORIGIN SS-25

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TO USDEL SECRETARY PRIORITY

UNCLAS STATE 049324 TOSEC 060021

EXDIS FOR SECRETARY FROM ROGERS

E.O. 11652: N/A

TAGS:OVIP, PFOR, XM

SUBJECT: BRIEFING MEMORANDUM: LATIN AMERICAN MEDIA
COVERAGE OF YOUR TRIP

1. NEWS AND COMMENTARY ABOUT YOUR LATIN AMERICAN TRIP
DOMINATED THE MEDIA THROUGHOUT THE HEMISPHERE. INTEREST
IN THE COUNTRIES YOU DID NOT VISIT RAN ALMOST AS HIGH AS
IN THOSE YOU DID.

2. SATELLITE TELEVISION COVERAGE, ARRANGED BY USIA,
BROUGHT HIGHLIGHTS OF YOUR CARACAS SPEECH TO MORE THAN
70 MILLION VIEWERS IN ALL OF THE MAJOR LATIN NATIONS.
NATIONAL DAILY NEWS TELECASTS AND COMMENTARIES
REENFORCED COVERAGE OF YOUR OFFICIAL STATEMENTS.

3. VOICE OF AMERICA BROADCASTS IN SPANISH AND PORTUGUESE,
AND REBROADCASTS BY LOCAL STATIONS, BROUGHT YOUR SPEECHES
AND STATEMENTS TO EVERY CORNER OF THE CONTINENT. VOA- -
BROADCAST ALONE AMOUNTED TO TEN AND ONE-HALF HOURS DAILY.

4. NEWSPAPER AND PERIODICAL COVERAGE WAS HEAVY.
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NUMEROUS MAJOR NEWSPAPERS IN MANY CAPITALS PRINTED
EXTENSIVE, VERBATIM EXCERPTS OF YOUR SPEECHES.

5. THE TOTAL IMPACT OF YOUR VISIT ON THE MEDIA WAS
EXTENSIVE AND, ON BALANCE, POSITIVE. INGERSOLL

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NNN

*** Current Handling Restrictions *** EXDIS

*** Current Classification *** UNCLASSIFIED

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